



TransCEND: Information Rights Management

WHITE PAPER



TRANSPERFECT

RIGHTS MANAGEMENT TRANSFORMATION

If you are currently using an Information Rights Management (IRM) or Digital Rights Management (DRM) system that you're not totally satisfied with, or if you've checked out rights management in the past and found it lacking, it's time to give the rights management landscape another look. A surge in the use of mobile devices, file-sharing services, and outsourcing, combined with a growing need to collaborate externally, has inspired the development of a new generation of rights management solutions. These latest entrants into the market are creating a dramatic change in terms of what the technology can do and how easily it can be adopted.

PAST CHALLENGES OF RIGHTS MANAGEMENT

Previous versions (and many current versions) of IRM and DRM solutions face several key challenges that have hindered adoption:

- Bulky and intrusive agents to access protected information
- User-unfriendly applications requiring significant training and support
- Limitations in the types of files and applications that could be protected
- Lack of access to protected information on mobile devices
- Lack of automation, which makes the process of protecting files time-consuming and onerous
- Cumbersome user authentication due to lack of federation and connectivity with identity portals

Let's take a look at what's changed in the new generation of solutions to make rights management a compelling technology for protecting information that travels outside of your secured perimeter.

FOUR TRANSFORMATIVE CHANGES IN RIGHTS MANAGEMENT

Here are four technical advances that are radically transforming the value of rights management:

Easy, Non-Intrusive Adoption for Users Who Protect Files

Historically, rights management's dependence on end-user awareness and enthusiasm has been the biggest challenge in its adoption. The new vendors in the rights management space have clearly analyzed user behaviors and have optimized the technology for easy, non-intrusive user adoption. With TransCEND IRM, user adoption requires very little training and assumes little to no knowledge of enterprise security controls. Some of the "easy adoption" features of the new generation of solutions are:

- Native rights management support in current productivity tools (MS Word, Excel, AutoCAD, email, etc.) means that users do not need to utilize or learn a new system.
- Availability on both desktop and mobile platform means that users can utilize the same rights management process across all computing platforms.

- Streamlined user interfaces and processes make it much easier to attach the right usage policies to the right files.
- Seamless identity federation and single-sign-on capabilities remove the need for end users to remember or input their authentication information.
- Granular controls enable end users to graduate and become “power-users” quickly.

Ease of Use for Recipients of Protected Files

On-boarding and enabling external users to utilize rights-protected content have not been easy with earlier generations of rights management technologies. In the past, accessing and utilizing rights-protected documents has required an external user management process, which does not exist in most enterprises. Rights management agent installation for an external user is also a challenge and typically involves the external entity's IT team accepting the software before secure external collaboration can begin.

To eliminate these challenges, the next generation of solutions has introduced many features to simplify the recipient's experience, including:

- Seamless identity federation and single-sign-on for external users enables recipients of protected documents to leverage the existing credentials found in on-premise systems (e.g. vendor portals, client portals) as well as SAML- based cloud identity brokers.
- Automated identity creation, approval, and management enables external users to be easily on-boarded without any IT administration overhead.
- Agentless access to protected content enables external users to utilize a browser to consume protected content, eliminating the hassles of downloading and installing an agent.
- “Lite” versions of agents, which can be installed without administrative rights by recipients, remove the involvement of the external agencies' IT teams.
- Ability to access protected documents through a desktop or mobile device.

Automating and Expanding How Rights Are Applied to Files

Educating users on the appropriate usage policies for a given document and ensuring confidential content that leaves the organization is properly secured has traditionally been a huge challenge.

The new generation of rights management offers several automated methods for the “attachment” of usage policies to files. These automated methods reduce the dependency on end users to define and apply usage policies to files.

- Single-click protection enables users to drag/drop a file into a “secure folder” where it will automatically assume the correct usage policies.
- Ready integrations with ECM systems (e.g. MS SharePoint, IBM FileNet, EMC Documentum) and file-shares provide centralized usage-policy definition and management. As files are extracted from these systems, the appropriate usage policies are automatically attached.

- Ready integrations with mail and messaging systems such as Outlook and Lotus Notes give the user an in-app experience and a “single click” process for protecting email text and attached files.
- Ready integrations with leading DLP systems like McAfee DLP and Symantec (Vontu) DLP automate the application of rights to a given file without dependence on people.
- Rich APIs make it easy to integrate rights management solutions with proprietary and third-party systems such as ERP, BI, and legacy systems. By integrating these core systems with rights management, security policies that are defined in the core systems are automatically applied to sensitive information that is extracted and distributed.

Agnostic and Comprehensive Rights Management

In the past, rights management was often tied to a particular document management solution or a particular vendor infrastructure, inhibiting the full potential for protecting sensitive information. In addition, the controls that could be enforced in previous versions of rights management were quite limited, leaving security gaps. Here are some of the improvements inherent in the next-generation of rights management systems:

- Control macros, prohibit screen captures, and watermark documents
- Protect a full array of file types, including AutoCAD, image files, and more
- Manage access to a given file down to the exact device and location
- Employ application-to-application data sharing to securely exchange files with outsourcers and other third parties
- Extend and add usage-control enforcement to any EFSS, ECM, DLP, ERP, or BI system

TRANSCEND INFORMATION RIGHTS MANAGEMENT

As a global leader in the rights management space, TransPerfect has thoroughly researched the many ways people exchange information and applied this knowledge to optimizing usability for our TransCEND IRM system.

Every hour, a sensitive file is sent outside of your organization's perimeter unprotected. Rights management has been the answer to enabling secure external collaboration for quite a while, but the technology was lacking. Now, with the new technical advances in the latest generation of offerings, rights management is at exactly the right place. Whether you are a newcomer to the technology or an early adopter, it's time to take a look at what TransCEND can do for you.

TransCEND enables organizations to control access to information wherever it goes, both within and outside of the organization's boundaries. The ability to remotely control who can view, edit, copy, and distribute unstructured information empowers organizations to embrace external collaboration with confidence. The most integration-friendly solution on the market, TransCEND extends and enhances the security of information detected and downloaded from enterprise content management systems and attached to mail/messaging solutions through pre-built connectors. TransCEND is helping 100,000 professionals across 1,000 organizations around the world achieve their security, privacy, and compliance objectives.